10/30/87 AG 225-1

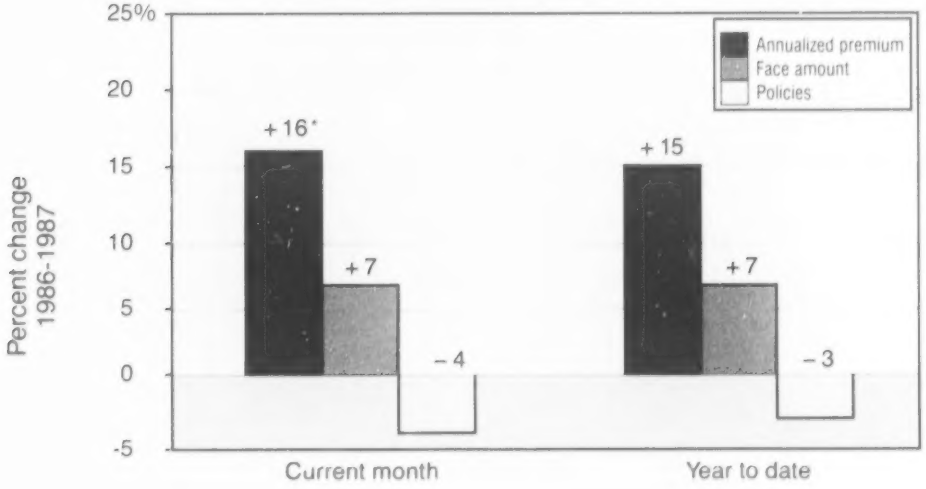
I/R Code 47.40

August 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

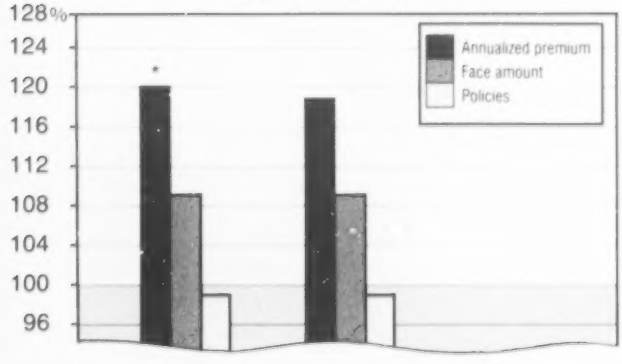
Ordinary Sales

126 Companies



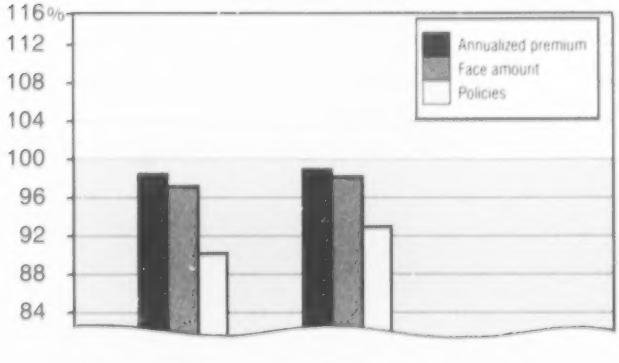
114 Ordinary Companies and Departments

Ratio 1987/1986



22 Home Service Companies and Departments

Ratio 1987/1986



*Includes one company's sale of individual insurance for $25 million in annualized (periodic-pay) premiums

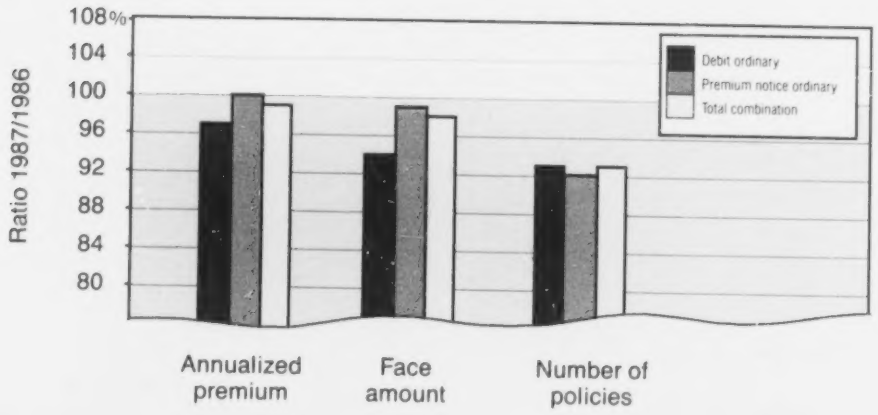
LIMRA INTERNATIONAL

Profit from our research.

Ordinary Sales (cont.)

22 Home Service Companies and Departments

Year to Date

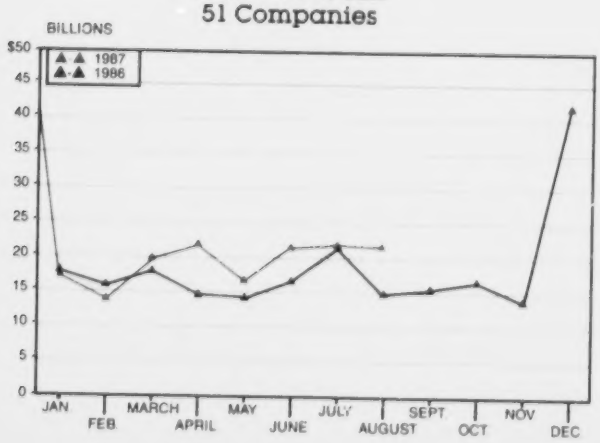


Policy Characteristics – All Companies

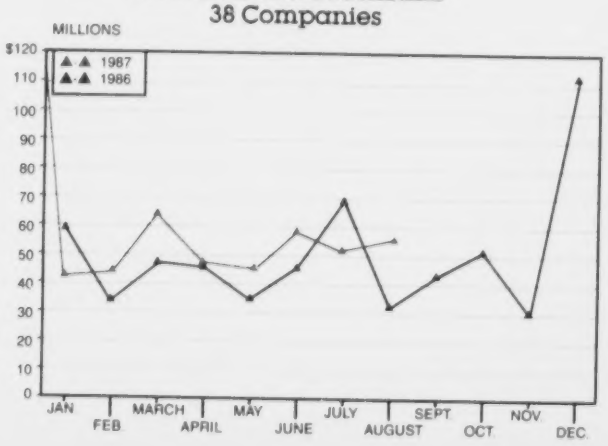
		Premium per $1,000	Average size policy	Premium per policy
Debit ordinary	Month	$18.70	$ 9,107	$ 170
	Year to date	$18.78	$ 9,117	$ 171
	Year-to-date ratio	103%	100%	103%
Premium notice ordinary	Month	$11.87	$47,713	$ 567
	Year to date	$11.95	$46,902	$ 560
	Year-to-date ratio	101%	108%	109%
Total home service companies and depts.	Month	$13.58	$23,136	$ 314
	Year to date	$13.71	$22,661	$ 311
	Year-to-date ratio	101%	105%	107%
Total ordinary companies and depts.	Month	$10.66	$93,765	$ 999
	Year to date	$10.60	$91,742	$ 972
	Year-to-date ratio	109%	110%	120%

Group Sales

Face Amount
51 Companies



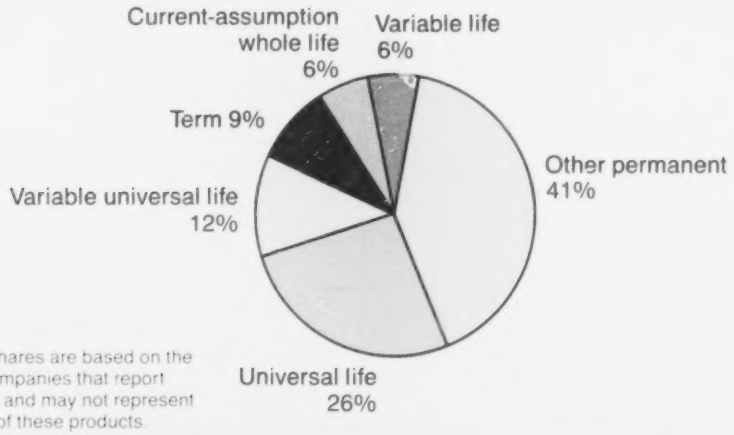
Annualized Premium
38 Companies



Individual Products

Annualized Premium Market Share by Product

73 Companies Representing 67 Percent of August Sales*



	Year-to-date
Term	8%
UL	26%
VL	7%
VUL	13%
CAL	8%
Perm	38%

*The product market shares are based on the sales results of 73 companies that report premiums by product and may not represent industry proportions of these products.

Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term (74 cos.)	Month	$ 2.72	$138,396	$ 377
	Year to date	$ 2.70	$135,890	$ 366
	Year-to-date ratio	92%	114%	105%
Universal life (105 cos.)	Month	$11.61	$ 87,654	$1,018
	Year to date	$11.19	$ 87,008	$ 974
	Year-to-date ratio	101%	103%	104%
Variable life (17 cos.)	Month	$23.98	$ 72,414	$1,737
	Year to date	$25.17	$ 70,910	$1,785
	Year-to-date ratio	118%	126%	149%
Variable universal life (18 cos.)	Month	$15.02	$ 92,054	$1,383
	Year to date	$17.35	$ 95,851	$1,663
	Year-to-date ratio	136%	126%	172%
Current-assumption whole life (40 cos.)	Month	$19.86	$ 46,604	$ 925
	Year to date	$21.88	$ 52,659	$1,152
	Year-to-date ratio	93%	111%	103%
Total sales (126 cos.)	Month	$11.07	$ 65,647	$ 727
	Year to date	$11.02	$ 64,793	$ 714
	Year-to-date ratio	107%	111%	119%

Sales Comparisons with Last Year

Ratio 1987/1986

		Annualized premium	Face amount	Number of policies
Term (74 cos.)	Month	98%	99%	90%
	Year to date	96%	104%	91%
Universal life (105 cos.)	Month	93%	88%	84%
	Year to date	87%	86%	84%
Variable life (17 cos.)	Month	149%	141%	114%
	Year to date	187%	159%	126%
Variable universal life (18 cos.)	Month	216%	193%	172%
	Year to date	309%	227%	180%
Current-assumption whole life (40 cos.)	Month	53%	75%	78%
	Year to date	86%	92%	83%

Universal Life Contributors' Growth Rates

Interest Rates This Month

Median	8.8%
Range	5.8%-11.0%
Range of middle 50%	8.3%-9.0%
Number of cos. reporting rates	98
Number of plans reported	266
Number of new plans	2
Number of plans dropped	0
Number of plans showing . . .	
No change	246
Increases	13
Range of increases	0.1%-0.8%
Average increase	0.3%
Decreases	5
Range of decreases	0.0*%-0.4%
Average decrease	0.2%

Change in Annualized Premium
Year to Date

Percent change 1986-1987	Number of . . . Ordinary cos./depts.	Home Service cos./depts.
21% or over	26	0
11%-20%	14	1
1%-10%	22	7
–9%-0	20	8
–19%-–10%	14	4
–20% or under	18	2

* Less than .05 percent

August Sales*

		Annualized premium† (000) 1986	1987	Face amount (000) 1986	1987	Number of policies 1986	1987
Total ordinary	Month	$ 450,643	$ 522,067	$ 43,898,730	$ 47,168,907	751,524	718,520
	Year to date	$3,729,927	$4,280,849	$361,406,610	$388,367,547	6,206,349	5,993,961
Ordinary cos. and depts.	Month	$ 359,274	$ 432,174	$ 37,067,739	$ 40,551,103	435,167	432,476
	Year to date	$2,995,437	$3,554,257	$307,169,992	$335,379,080	3,684,965	3,655,682
Home service cos. and depts.	Month	$ 91,369	$ 89,893	$ 6,830,991	$ 6,617,804	316,357	286,044
	Year to date	$ 734,490	$ 726,592	$ 54,236,618	$ 52,988,467	2,521,384	2,338,279
Group	Month	$ 31,001	$ 54,137	$ 14,921,067	$ 20,805,807	–	–
	Year to date	$ 360,172	$ 402,948	$132,163,537	$153,640,402	–	–

†Includes 10 percent of single premiums

*Includes one company's sale of individual insurance for $25 million in annualized (periodic-pay) premiums

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 126 companies—and their 60 subsidiary companies—operating in the United States. These contributors represent 59 percent of the 1985 United States ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 51 companies plus five subsidiaries operating in the United States. These contributors represent 63 percent of the 1985 United States volume of new or amended group contracts.

Contact: Elaine F. Tumicki, CLU, project director
Linda A. Peltier
Paul J. Lanza
Gina M. Philbrick
—Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208
Hartford, Connecticut 06141

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